

Investing in the North Carolina economy, helping create economic growth and jobs

15+ years

in North Carolina: Google has proudly called North Carolina home for more than 15 years with an office in Durham and a data center in Lenoir.

\$1.2B

investment in North Carolina: Since the Lenoir, North Carolina data center was built in 2007, Google has invested more than \$1.2 billion in the state.

616,000+

North Carolina businesses: More than 616,000 North Carolina businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

7,000+

small businesses trained by a North Carolina Coach: Grow with Google Coaches are local experts who help small businesses grow. Our North Carolina Coach offers live training and hands-on coaching – at no cost – to small businesses.

\$13.1B

of economic activity: In 2024, Google helped provide \$13.1 billion of economic activity for tens of thousands of North Carolina businesses, nonprofits, publishers, creators, and developers.



Brightwaters Vacation Rentals,

Hendersonville, North Carolina.

Brightwaters Vacation Rentals, founded by Michele Azan and U.S. Army veteran Elisabeth Perez, offers cabins and cottages with concierge-like services to travelers attracted to the outdoor adventures of North Carolina's Blue Ridge Mountains.

Products:

Google Ads, Google Business Profile

"We have had Google Ads running 24/7 every day since we started this business."

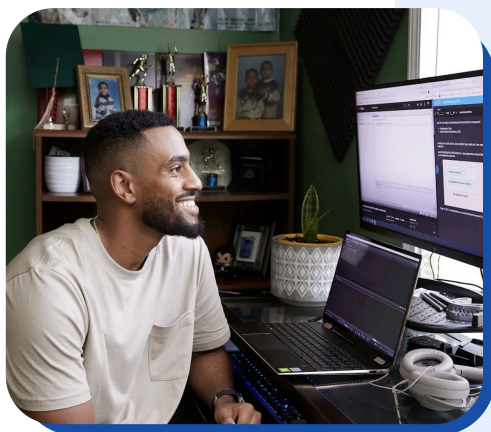
Michele Azan

Co-owner & Vice President

Improving the lives of North Carolinians by investing in their citizens and communities

350,000+ Google Career Certificate graduates in the U.S. Google Career Certificates help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months. Google has also collaborated with 32 North Carolina educational institutions like North Carolina Community College System and The University of North Carolina at Charlotte to make Google Career Certificates available to students and to increase employment opportunities.

456,000+ North Carolinians trained: Grow with Google has partnered with over 330 organizations in the state to train more than 456,000 North Carolinians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



I graduated with an MIS degree but didn't feel comfortable until after the certificate. It can take you from 0 to 100. As long as you put the work in you will go as far as you can go. It felt beginner friendly. You could start this course not knowing anything about Data Analytics, and end feeling comfortable about getting a job.

Karrim O.

Google Data Analytics Certificate graduate
Senior Associate Territory Management Analyst at Spectrum Enterprise
Charlotte, NC

Helping North Carolinians when they need it most

\$32M+ in philanthropic giving: Since 2005, Google and Googlers have given more than \$32 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in North Carolina.

\$19M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than \$19 million worth of donated search ads to North Carolina nonprofits through the Google Ad Grants program.

\$121M+ in Ad Grants and Google Workspace to 1,850 North Carolina nonprofits: Since 2008, Google.org provided more than \$118 million worth of donated search ads to North Carolina nonprofits through the Google Ad Grants program and more than \$3 million worth of Google Workspace licenses for Nonprofits.

32,000+ volunteer hours: Since 2010, through Google.org, Google employees volunteered more than 32,000 hours with nonprofits and schools.

Google.org pro bono support: As part of a Google.org Fellowship, a team of Google employees (software engineers, product managers, UXers, & more) is working full-time for six months with the City of Charlotte to deploy CiviForm, a tool that makes it easier for residents to access and apply to various government and community resources, starting with those programs available through Charlotte's Housing & Neighborhood Services Department.

More than \$800,000 in Crisis Response funding including disaster recovery efforts. Our response to the devastating 2018 Hurricane Michael and hurricane relief has included strategic partnerships with organizations such as Communities in Schools of North Carolina and North Carolina Community Foundation, enabling us to provide essential aid and services to affected communities.

Partnering with local governments and academic institutions to help North Carolinians

Telehealth Capabilities Expanded for NC DHHS at No Cost for 6 Months: Google Workspace, a secure productivity and collaboration suite, and a custom two-way audio/video platform built on Google Cloud enabled the North Carolina Department of Health and Human Services (NC DHHS) to rapidly expand telehealth capabilities across state-operated healthcare facilities and public health divisions, meeting critical clinical operational needs, offered by Google at no cost for 6 months.

Streamlined Vaccine Information, Data Management, Centralized Resident Vaccine Location, and Google Workspace: For the State of North Carolina, several Google solutions were implemented: The "Find My Vaccine Group" website, leveraging the Google Maps API, allowed users to determine vaccine eligibility and locate providers. Data Management solutions aided in getting vaccines into communities. An "Intelligent Vaccine Impact" solution provided a central information hub. Google Workspace, a productivity and collaboration suite, was also utilized.

Weekly Mental Health Self-Assessments for Healthcare Workers: The Heroes Health app was developed by The University of North Carolina, in partnership with Google Cloud, offering free weekly mental health self-assessments and symptom summary reports for healthcare workers across the U.S., providing insights into their mental well-being.